

SUBSTITUTE SPECIFICATION

F-6201

Ser. No. 09/308,017

ABSTRACT

In order to achieve a universal, networkable and verifiable analysis of the projection and reception of visual and audio-visual messages to determine the radius of action and customer behavior, the invention includes at least one
5 projection area with an input and an output sensor controlling the projection via architecturally and ergonomically arranged displays and determining of the radius of action. Also included is a consumption area with an electronic cash register recording customer behavior. Both areas can coincide. Data provided
10 from both areas is correlated in a computer. Several similar devices are connected to each other via a central station.